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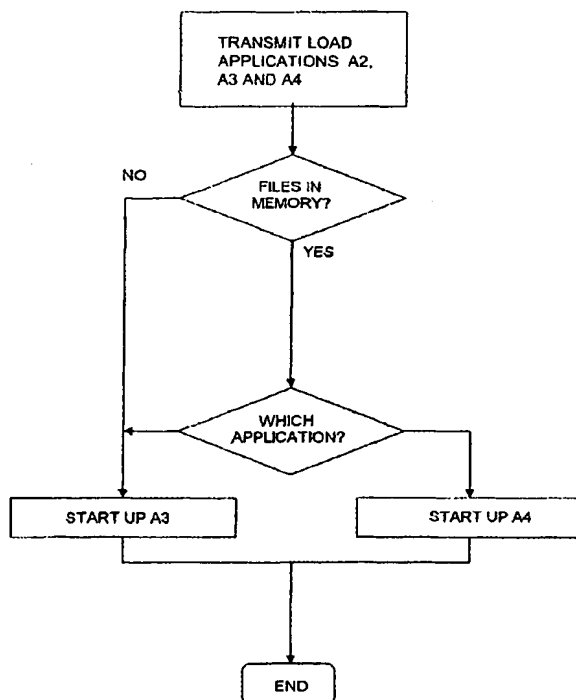
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(54) Title: INTERACTIVE TELEVISION RECEPTION AND TRANSMITTING PROCESSES AND ASSOCIATED DEVICES



(57) **Abstract:** The invention relates to an interactive television process applicable to a system where one or more transmitting stations transmit programmes to receivers. This process provides for: a) reception in one of the receivers, of a startup application (A2) and of a normal application (A3); b) testing for the presence in a memory of the receiver of at least one file of additional data; c) in the absence of this file or of these files in this memory, starting up of the normal application (A3); d) if the files of additional data are present, starting up of an improved application (A4) using the files of additional data.

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